

Translating for the Outsider – translators *can* do it best

David Katan (University of Salento, Lecce)

In this talk I would like to focus on “accessibility” and two broad categories of readership: Insiders and Outsiders. The difference between an Insider and an Outsider (paraphrasing Dillon 1992) is that an Outsider has no position against which to test the argument that is being made, and is not in a position to evaluate the relevance of what is written, alluded to, obliquely touched on, or even unsaid. The talk will take its cue from a recent publication (Katan 2016), which asserted that to date translators do not take account of the fact that the target reader is an Outsider, and translate as if the target readers were Insiders - merely reading in a different language.

The literature regarding “translating for Outsiders” will be discussed, and reference will be made to recent practical experience of translating museum information panels to show how translation *can* help the Outsider become equivalent to the presumed Insider. What is even more interesting is how this particular translation project resulted in the original information panel writers’ recognition of their own intralingual Insider/Outsider gap.

Dillon, G., 1992. “Insider reading and linguistic form: contextual knowledge and the reading of linguistic discourse”. In Toolan M. (ed.), *Language Text and Context*, London/New York, Routledge, 39-52.

Katan, David (2016) “Translating for outsider tourists: Cultural Informers Do It Better”.
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